

**Last Received:** 08/30/2012 8:17 PM  
**Showing Buylines:** All Lines

|                   |                           |
|-------------------|---------------------------|
| <b>Station</b>    | WOOD-TV GRAND RAPIDS, MI. |
| <b>Advertiser</b> | ( ) DETROIT INTL BRIDGE   |
| <b>Product</b>    | order                     |
| <b>Estimate#</b>  | 903909                    |
| <b>Buyer</b>      | Julie Keane               |
| <b>Phone#</b>     |                           |
| <b>Fax#</b>       |                           |

**Agency** ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
**Agency C/P1/P2/E** DIBC/ORDR/903909  
**Flight Dates** 09/03/2012 - 09/09/2012  
**Hiatus Weeks**

**Rep Firm**  
**Sales Office** ( ) PHILADELPHIA  
**Salesperson** ( ) IAN AMBRON  
  
**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

--- CONTRACT COMMENT ---

DETROIT INT. BRIDGE CO 2012 SC=\*

| LT  | Ln                                         | Day   | Time   | Program | Len  | Rate     | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|--------------------------------------------|-------|--------|---------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | ---                                        | ----- | -----  | -----   | ---- | -----    | -----       | -----      | -----      | -----       | -----      | -----   |
|     | 1                                          | M     | 12P-1P | NEWS    | :30  | \$450.00 | 09/03-09/03 | 2          | 1          | 2           | \$900.00   |         |
|     | Rating: 4.4                                |       |        |         |      |          |             |            |            |             |            |         |
|     | 2                                          | TU    | 12P-1P | NEWS    | :30  | \$450.00 | 09/04-09/04 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.4                                |       |        |         |      |          |             |            |            |             |            |         |
|     | 3                                          | W     | 12P-1P | NEWS    | :30  | \$450.00 | 09/05-09/05 | 0          | 0          | 0           | \$0.00     |         |
|     | Rating: 4.4                                |       |        |         |      |          |             |            |            |             |            |         |
|     | 4                                          | TH    | 12P-1P | NEWS    | :30  | \$450.00 | 09/06-09/06 | 1          | 1          | 1           | \$450.00   |         |
|     | Rating: 4.4                                |       |        |         |      |          |             |            |            |             |            |         |
|     | 5                                          | F     | 12P-1P | NEWS    | :30  | \$450.00 | 09/07-09/07 | 0          | 0          | 0           | \$0.00     |         |
|     | Rating: 4.4                                |       |        |         |      |          |             |            |            |             |            |         |
|     | 6                                          | M     | 3P-4P  | DOCTORS | :30  | \$100.00 | 09/03-09/03 | 0          | 0          | 0           | \$0.00     |         |
|     | Rating: 1.0                                |       |        |         |      |          |             |            |            |             |            |         |
|     | Buyline Comment: SPOTS CANX- MG ON LINE 40 |       |        |         |      |          |             |            |            |             |            |         |
|     | 7                                          | TU    | 3P-4P  | DOCTORS | :30  | \$100.00 | 09/04-09/04 | 2          | 1          | 2           | \$200.00   |         |
|     | Rating: 1.0                                |       |        |         |      |          |             |            |            |             |            |         |
|     | 8                                          | W     | 3P-4P  | DOCTORS | :30  | \$100.00 | 09/05-09/05 | 2          | 1          | 2           | \$200.00   |         |
|     | Rating: 1.0                                |       |        |         |      |          |             |            |            |             |            |         |
|     | 9                                          | TH    | 3P-4P  | DOCTORS | :30  | \$100.00 | 09/06-09/06 | 3          | 1          | 3           | \$300.00   |         |
|     | Rating: 1.0                                |       |        |         |      |          |             |            |            |             |            |         |





4 of 5

08/30/2012 8:17 PM

**Salesperson Phone#** 215-567-6005  
**Salesperson FAX#** 215-525-9757

| LT  | Ln                                                   | Day   | Time       | Program             | Len  | Rate       | Dates       | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|------------------------------------------------------|-------|------------|---------------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | ---                                                  | ----- | -----      | -----               | ---- | -----      | -----       | -----      | -----      | -----       | -----      | -----   |
|     | 31                                                   | TH    | 11P-1135P  | NEWS 8 AT 11PM      | :30  | \$750.00   | 09/06-09/06 | 1          | 1          | 1           | \$750.00   |         |
|     | Rating: 5.7                                          |       |            |                     |      |            |             |            |            |             |            |         |
|     | 32                                                   | F     | 11P-1135P  | NEWS 8 AT 11PM      | :30  | \$750.00   | 09/07-09/07 | 1          | 1          | 1           | \$750.00   |         |
|     | Rating: 5.7                                          |       |            |                     |      |            |             |            |            |             |            |         |
|     | 33                                                   | TU    | 10P-11P    | STARS EARN STRIPES  | :30  | \$850.00   | 09/04-09/04 | 0          | 0          | 0           | \$0.00     |         |
|     | Rating: 6.2                                          |       |            |                     |      |            |             |            |            |             |            |         |
|     | Buyline Comment: NOTE PRGM CHA FROM LOVE IN THE WILD |       |            |                     |      |            |             |            |            |             |            |         |
|     | 34                                                   | W     | 9P-10P     | SVU                 | :30  | \$1,200.00 | 09/05-09/05 | 0          | 0          | 0           | \$0.00     |         |
|     | Rating: 7.7                                          |       |            |                     |      |            |             |            |            |             |            |         |
|     | Buyline Comment: NA DUE FOOTBALL- MG ON LINE 37      |       |            |                     |      |            |             |            |            |             |            |         |
|     | 35                                                   | F     | 9P-10P     | GRIMM               | :30  | \$800.00   | 09/07-09/07 | 1          | 1          | 1           | \$800.00   |         |
|     | Rating: 3.6                                          |       |            |                     |      |            |             |            |            |             |            |         |
|     | 36                                                   | SU    | 7P-9P      | DATELINE            | :30  | \$900.00   | 09/09-09/09 | 0          | 0          | 0           | \$0.00     |         |
|     | Rating: 2.5                                          |       |            |                     |      |            |             |            |            |             |            |         |
|     | Buyline Comment: SPOT CANX MG ON LINE 38             |       |            |                     |      |            |             |            |            |             |            |         |
|     | 37                                                   | W     | 830P-1130P | FOOTBALL            | :30  | \$1,200.00 | 09/05-09/05 | 1          | 1          | 1           | \$1,200.00 |         |
|     | Rating: 7.7                                          |       |            |                     |      |            |             |            |            |             |            |         |
|     | Buyline Comment: MG FOR 9-10P 9/5 NA LN 34           |       |            |                     |      |            |             |            |            |             |            |         |
|     | 38                                                   | SU    | 7P-815P    | FTBALL NGHT IN AMER | :30  | \$900.00   | 09/09-09/09 | 0          | 0          | 0           | \$0.00     |         |
|     | Rating: 2.5                                          |       |            |                     |      |            |             |            |            |             |            |         |
|     | Buyline Comment: MG FOR 7-9P DATELINE NA 9/9 LN 36   |       |            |                     |      |            |             |            |            |             |            |         |
|     | 39                                                   | W     | 1130P-12A  | NEWS 8 AT 11PM      | :30  | \$750.00   | 09/05-09/05 | 0          | 0          | 0           | \$0.00     |         |
|     | Rating: 5.7                                          |       |            |                     |      |            |             |            |            |             |            |         |

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Advertiser ( ) DETROIT INTL BRIDGE

Product order

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Buyer Julie Keane

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|-------------------------------------------------------|-----|-------|-----------|---------------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| ---                                                   | --- | ----- | -----     | -----               | ---- | -----    | -----       | -----      | ----       | -----       | -----      | -----   |
|                                                       | 40  | W     | 730P-830P | NFL KICKOFF SPECIAL | :30  | \$850.00 | 09/05-09/05 | 0          | 0          | 0           | \$0.00     |         |
| Rating: 1.0                                           |     |       |           |                     |      |          |             |            |            |             |            |         |
| Buyline Comment: 1 FOR 3 MG FOR SPOTS NA LINES 6 & 23 |     |       |           |                     |      |          |             |            |            |             |            |         |
|                                                       | 41  | M     | 8P-10P    | STARS EARN STRIPES  | :30  | \$850.00 | 09/03-09/03 | 0          | 0          | 0           | \$0.00     |         |
| Rating: 6.2                                           |     |       |           |                     |      |          |             |            |            |             |            |         |
| Buyline Comment: MG FOR SPOT NA LINE 33               |     |       |           |                     |      |          |             |            |            |             |            |         |

---REPORT TOTALS---

Report Totals: 36 / \$12,400.00

---SALES MONTHLY TOTALS---

Sep 12: 36 / \$12,400.00

Sales Totals: 36 / \$12,400.00

Station Totals: 36 / \$12,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

|               |          |      |    |      |     |      |     |      |     |      |     |
|---------------|----------|------|----|------|-----|------|-----|------|-----|------|-----|
| Market Totals | \$41,333 | CATV | 0% | WOOD | 30% | WOTV | 0%  | WWMT | 30% | WXMI | 10% |
|               |          | WXSP | 0% | WZPX | 0%  | WZZM | 30% |      |     |      |     |

---COMPETITIVE COMMENTS---

SHARES EST

Books JUL11

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE